

# The Connection

Newsletter of Shrewsbury Media Connection

Volume 18, No. 2 May/June 2005

## ACM News

by Bill Nay, Manager

SMC has been a member of the Alliance for Community Media (ACM) for over 16 years. The Alliance is a grassroots organization whose membership includes individuals and Public, Educational and Government Access centers from around the country. The members of the ACM meet periodically on a regional and national level to compare notes and address the members questions and concerns regarding issues of importance to PEG Access and Community Media.

One of the ongoing concerns of many Access Centers is survival.

In a world fraught with telecommunication regulations, it is often the PEG Access centers that are left on the sidelines when the battle of corporate, giant, cable cos. negotiate agreements with a community's local authorities.

This is where the ACM tries to educate and assist the members in what the regulations are, and how to ensure that communities are getting equitable treatment from the cable cos.

Along with regulatory education, the Alliance members compare notes on technical issues, production techniques and training tips.

This year the national convention will be held in Monterey, CA. Representing SMC will be Marc Serra, Maria Sheehan and Lori Bergman.

One of the hot topics this year at the national level will be the re-opening of the Telecommunications Act of 1996.

The major intent of the Act was to deregulate the telecommunications industry...*continued on page 2*

## SMC Staff

Bill Nay - Community Programming Manager

Marc Serra - Access Coordinator

LoriAnne Bergman - SPAC TV 33 Program Coordinator

Liz Poplawski - SETV 34 Educational Coordinator

Maria Sheehan - SGTV 35 Government Coordinator

Paul Gustafson - Technical Coordinator

## SMC Advisory Board

by Laurie Hogan, Chair

The Advisory Board would like to recognize **Nick Wells and Donna Pisano** for their contribution to SMC as they leave the Board. We also welcome **Angela Snell** who joins the board for a two-year term, elected at the Annual Meeting on April 8th and **Nick Todisco** who was re-elected to a two-year term. This leaves a vacancy for the remainder of a two-year term. **Interested?**

*If you are a member who is interested in committing to a monthly meeting and contributing to the oversight of Shrewsbury Media Connection, please contact Bill Nay at 508 841-8650 or bnay@ci.shrewsbury.ma.us. Meetings are open to all members and feedback from members are always welcome.*

We will be planning a strategic planning meeting in the fall with the Advisory Board and Staff for a brainstorming and

planning session for the future of SMC. The last time SMC had a comprehensive strategic planning session was in late 2001. Some of the key topics that we will be covering are: How to deal with continued growth, planning for equipment upgrades to keep pace with technology, how to handle archiving some of the valuable visual assets in the tape library and forming a "**Friends of**" organization to address some of these issues.

If you would like to participate in this session, please contact Bill Nay. All input is welcomed and considered. *Stay tuned for more on this!*

## Advisory Board

Laurie Hogan

John McDonald

Angela Snell

Nick Todisco



Producer Awards Night

Bill Nay, Laurie Hogan, Lori Bergman

Liz Poplawski, Paul Gustafson, Marc Serra

## SGTV 35 Update

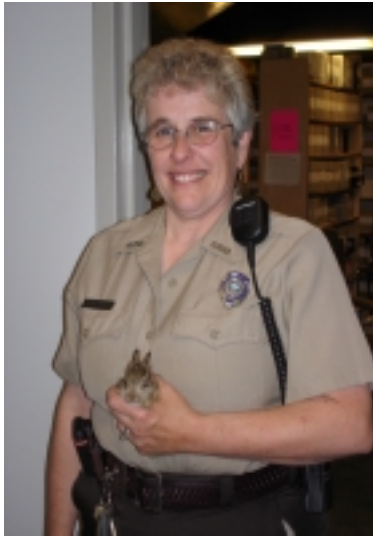
by Maria Sheehan, SGTV 35 Coordinator

Thank you to all of you who helped out with the Annual Town Meeting this year. We have covered this for the 18th Year. We would never be able to get the meeting on the air without all of your help and support.

SGTV-35 would like to congratulate **Capt. Bill Cummins** for completing his first Citizen's Fire Academy class. The graduation aired live on SGTV-35 on April 28<sup>th</sup>. **Paul Weaver** taped some of the classes and we will be producing a special **Fire Watch** to air in June.

**Rep. Karyn Polito, Our Boston Connection**, will be hosting a special with Massachusetts Lt. Governor Kerry Healey, to air in June. Rep. Polito also hosted a special in early spring which focused on the future of regenerative medicine.

**Leona Pease, Animal Control Officer**, took **Animal Control** to **Dr. Monica Mansfield's** office to see what goes on behind the scenes at a veterinary office. Thank you to Dr. Mansfield and everyone at Medway Animal Hospital. Future shows that are being planned are a visit to Wood Hole Oceanographic Institute, and we also hope to talk to Mass. Wildlife and hope to visit with an expert on coyotes. Leona is pictured here with a rescued baby rabbit.



ary office. Thank you to Dr. Mansfield and everyone at Medway Animal Hospital. Future shows that are being planned are a visit to Wood Hole Oceanographic Institute, and we also hope to talk to Mass. Wildlife and hope to visit with an expert on coyotes. Leona is pictured here with a rescued baby rabbit.

**Officer Pat Babin** hosted an SGTV-35 special on **Car Seat Safety**. **John McDonald** produced the show.

**Angela Snell** hosted a **Parks and Recreation Special about Prospect Park**. Angela will be hosting a special with **Police Chief A. Wayne Sampson** on boating safety on Lake Quinsigamond. Congratulations to Angela for being elected to SMC's Advisory board.

Congratulations to **Jackie Pratt, Web InSite**, she is graduating from Clark University with a Bachelors in Communication in June.

**Sen. Ed Augustus** will be going to WPI in June to host a **Senate Forum** at the FIRST Robotics Battlecry competition.

**2004 New Series: Fire Watch with Captain Bill Cummins, Senate Forum with Ed Augustus and Web InSite with Jackie Pratt. Thanks to all for your help.**



## ACM News

### Hot Topics in Cable and Internet

*continued from page 1*

...so that the competitive marketplace would expand and increase services to the public while keeping costs of these services down.

The reality has been an alarming increase in industry consolidation, unchecked price increases to consumers, and a slowed down pace of the outlay of new services. Japan, Korea, Canada and many European countries are outpacing the U.S. in the deployment of Broadband. But this could be changing soon.

Verizon and some of the other phone companies are starting to lay out video services over DSL lines. This service is only available in limited areas and may start out as a VOD or pay-per-view type of system but eventually this type of service could change the way we watch television and send the world of phone, internet and cable regulations into a tizzy.

FTTP, VoIP, IPTV, HDTV, DTV, VOD, SVOD, Wi-Fi.

This alphabet soup will become common vernacular to you all over the next few years as Congress and the Telecommunications Industry try to figure out who can provide who, with what type of content, over which lines. Make sure you let your representatives know that they need to preserve accessible media for all.

The Alliance for Community Media and Shrewsbury Media Connection will be watching and doing our best to keep you posted on the latest developments and doing our best to protect the public access to media.

# Classes & Production

## 16th Annual Producer Awards

SMC staff honored dedicated individuals who consistently volunteer their time and talent for their community at Shrewsbury Media Connection with *Spirit of Access awards*. Congratulations to: **Erica Bodden, Michael Brand, Cullen Burke, Bill DeMalia, Joseph Drummond, Kelly Dupuis, Henry Grampietro, Leone Granados, Laurie Hogan, Cara Howe, Jennifer Ludovico, Monica Mansfield, Dennis Mastro, John McDonald, Robbin Miller, Jeff Mondell, Donna O'Connor, Joseph Pasky, Leona Pease, Donna Pisano, Karyn Polito, Fred Russell, Angela Snell, Michal Waye, Paul Weaver, Nick Wells** - Pictured here are **Bill Orfalea, Nick Todisco, Bob Bigda & John Mastro** who continue to support Shrewsbury student athletes.



SPAC New Series 2004 were *True Blue* with **Kathy Esper & Youth & Family Forum with **Jeff Chin & Laurie Hogan**.**



The *Long Distance Dedication Award* went to **Andrew Cosenza and Jon Tonelli**. They kept the *AC & Crew* series going while interning at Disney in Florida.

A *Special Achievement Award* went to **Ara & Melanie Eresian** for their dedication in producing long-time series *The Forum* with **Ara Eresian, Sr.** for over 200 episodes since 1993.



The *SPACle Award* went to **Monica Mansfield** for her innovative and penetrating camera work on the *Mostly Rock & Roll* series.



## FREE CLASSES

### ORIENTATION

Interested in finding out what Public Access television is all about? Do you want to see your Public Access facility? Then, join us for a brief session that will enlighten you as to what Public Access is, what SMC has to offer, and how you can access the power of television. Orientation is required before enrolling in a SMC class. Orientations are scheduled on a one-to-one basis.

**Call Marc Serra at SMC  
(508) 841-8650**

### BASIC FIELD PRODUCTION

A comprehensive 2-session course. Training in single camera digital video production including: camera use, shooting techniques, lighting, audio and more. The course will enable participants to produce programming for cablecast on Channel 33. Orientation is a prerequisite to this class.  
**Class Dates: June 1 & 8**

### BASIC STUDIO

Introductory 4-session course on the basics of operating cameras, recording sound, technical directing, managing a production, and the use of Scala graphics in the SMC studio. You will get hands-on experience during class. This course will enable participants to produce programming for cablecast on SPAC TV 33. Orientation is a prerequisite.

**Class Dates: June 7, 14, 21, 28**

### DIGITAL EDITING

4-sessions cover features of Apple's Final Cut Pro editing software. Cut and Paste video clips, add music, graphics, and transitions all in one easy to use interface.

**Class Dates: July 12, 13, 19 20**

# ***Shrewsbury Media Connection***

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## **SMC's Producer Awards**

The ***Producer of the Year for 2004 is Laurie Hogan***. She was honored with fellow producers at the 16th Annual Producer Appreciation Awards Ceremony on April 8th held at the Italian American Victory Club. Each year Shrewsbury Media Connection recognizes many volunteers that create the programming for our P-E-G Access channels: SPAC TV 33, SETV 34 & SGTV 35. The ***Producer of the Year*** is awarded to the one who best demonstrates: "Service to the community through programming, produces a variety (in style and content) of programs, incorporates other producers into productions, supports other producers in their programs, maintains high technical standards, promotes SMC and the philosophies of Public Access and shows growth in all areas of community producing."

Laurie has been involved in PEG Access since the 80's in many capacities, supporting the philosophies of public access. Her contributions this year included hosting programs such as SCORE for SGTV 35. She is the co-producer of a new SPAC TV 33 series ***Youth & Family Forum*** with Jeff Chin of Shrewsbury Youth & Family Services, programs for the League of Women Voters, Worcester County Food Bank program featuring the Welcome Wagon, Literacy Volunteers, Relay for Life for Cancer, Blackstone Valley Revitalization, and Candidate for Senate - Ed Augustus.



***Laurie Hogan***  
***Producer of the Year 2004***

**LOOK INSIDE FOR MORE PRODUCER AWARDS !!!**

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***Mission: To build community, empower the individual, and ensure First Amendment expression through the utilization of communication technologies.***